



WHITESTOWN TOWN COUNCIL  
Special Meeting  
2017 Strategic Planning Workshop  
Wednesday, February 1, 2017  
7 PM  
Whitestown Municipal Complex– Public Hall  
6210 Veterans Drive  
Whitestown, Indiana  
AGENDA

1. OPENING THE MEETING

- A. Call to Order – **Eric** called the meeting to order at 7:07pm
- B. Pledge of Allegiance
- Attendance – All present

2. WORKSHOP

A. Consider an Application for Temporary Street Closure Application – 2<sup>nd</sup> Annual Justin's Run for Hope – **Clinton m/m to close the streets necessary for JRfH, Susan 2<sup>nd</sup>, 5-0 approved.**

B. Discuss Department Strategic Planning – (2017 Operational/Administrative Goals and Capital Spending Priorities)

1. **Town Administration** – **Dax** said Strategic Doing is one of most important things to complete. A bicycle and pedestrian grant has been applied for, and the bike/ped committee is excited about moving forward. Lighting is a major consideration for 2017. A community wide lighting plan would be something worth looking into. More lights will mean more money out of the streets budget though. Legacy core revitalization plan is old, and it is time to do an update to that plan. The PASER needs to be updated about once every two to three years. **Eric** said he thought we were going with the plan which went into more detail than the PASER, and **Dax** said we were, but the PASER was still needing an update.

**Dax** will be reviewing all job descriptions in the employee manual. The employee packet will get updated as well to make it more fillable. Compliance will be updated as well, with online training/tests which would be a video with a test afterward. Employee wellness program – a capital program – is a 12 week workout program for all 61 employees on our insurance for \$4,600. **Dax's** proposal is to offer the employees an additional \$200 into their H.S.A. if they complete the course. **Dax** would like to also have one for smoking – if you are a non-smoker, you can get an additional \$200 as well.

Comprehensive fiscal policy is being worked on and should be completed soon. **Dax** would like a budget gateway for the public to easily access our budget and claims. Quarterly review for internal controls. Facilities, we are working with a land owner to finalize the purchase of property for the fire station. Design on the south parking lot; something which could house multiple events, including our Farmer's Market. Rough estimates are \$300,000-\$800,000. **Dax** said it would be nice to have 3 electric car chargers with the canopy in the parking lot. The canopy would be built 14' high so it could fit box trucks. **Susan** asked what the electric cost would be to the town, **Dax** did not know, **Clinton** followed up with how any cost would be paid for? By the Town or the car user...**Dax** said we could set up as either.

IT – New website. **Dax** would like all computers to be uniform, and moving our servers to the cloud.

Economic development – Z-works - **Dax** views Whitestown as a pioneer as a place where people could have these work stations. Tax abatement thresholds could be updated. **Kevin** said he really liked that concept.

Whitestown landscaping project – the \$47,000 project will now probably become a \$225,000 project due to various variables being added, i.e. trees that have roots which grow down. **Clinton** asked what the realistic deadline would be to get this started to make sure the vegetation would be okay.

**Kevin** asked about the lighting plan, and he would like the H.O.A.s to be involved, **Dax** said he would put them on the steering committee. **Clinton** said there was \$30,000 for the capital plan, and what we could do to reduce costs with standardizing the computers – **Dax** said we have a rate with the Microsoft store. **Jeff** said to maybe plan to cycle computers in and out to make sure they are always up-to-date.

**1. Building and Code Enforcement Operational Goals/Capital Spending** - **Dave** said his biggest ticket item was to design a software system to help utilize while they are doing inspections. Some fees need to be adjusted, he will work with **Lauren** on that. Purchasing two trucks for the building department. Basic tools and daily supplies. He wants to create a contractor registration. Initially only for commercial/electrical, which would need to be updated every 24 months. He would like to get a new inspector in, as they are very busy and it would be good to get the new inspector started. Code needs to be updated. Chickens are becoming a fad, and it will need to be addressed. **Clinton** asked how many chickens we have in town, **Dave** and **Lauren** said it is probably close to a dozen. **Jeff** asked about the occupancy fee, and if anyone (large or small) will be charged the fee. **Dave** said it is to make sure they are following the proper procedures. **Jeff** thinks it's a good thing.

**2. Court Operational Goals** – **Johnetta** would like to use Odyssey for taking tickets. **Dax** said to work with **Chief Anderson** on tickets. **Clinton** asked how the court stats have been over the last few years, and **Dax** said the courts have seen more use over the last few years. **Eric** and **Susan** wanted to make sure there was no cost, or what the cost of Odyssey would be. **Steve** said it is a matter of time before the Indiana Supreme Court mandates we use it.

**3. Clerk Treasurer Operational Goals** – **Matt** talked about continuing working with the new purchasing process to insure accurate payments, creating an in-house budget Excel sheet for up-to-date management reports, finding and implementing an inventory software to update the Town's fixed assets. **Susan** and **Clinton** asked about the current software used and what the new software would be able to do, specifically asset tags and the process of completing the inventory. **Kevin** and **Jeff** both made suggestions with the process of finding a new software company. **Matt** also talked about moving to a cashless system in the Town, so we can take credit or debit cards as well as checks. Other points were creating a credit card policy as well as a gas card policy.

**4. Facility Maintenance Operational Goals/Capital Spending** – **Chuck** said he would like to get two new mowers for town use only. He would like to buy the mowers from Bobcat, as we have a history with them and they are nearby. He would also like to have a new weed-eater. The biggest item is the purchase of a new truck. It would cost about \$5000 to fix up. **Chuck** would also like 2 seasonal part-time hires at \$10.00 an hour. **Chuck** said he plans on being certified on Playgrounds and is looking into Ivy Tech on HVAC training. **Jeff** thinks it's great he is going with Bobcat. **Kevin** suggested OSHA training as well.

**5. Parks and Recreation Operational Goals/Capital Spending** – **Nathan** said they are not recommended for funding, but our score was reduced from 85 to 70. **Dax** said we should move forward with the Main Street trail even without the money. **Nathan** would like message centers at the trail heads. It will probably come to about \$10,000-\$11,000 to purchase the message centers. **Nathan** would like to create a Whitestown Parks Foundation. This will help funding for parks events which are no longer allowed to receive certain donations as they have in the past. **Nathan** is not 100% certain on how it needs to be set up, but it will be a 501c3. This would also be a way to fundraise for events, and this could be a foundation for liability. Completion of the Big 4 Trail east of Whitestown to connect to Zionsville. The landscaping plans are in the final process. The money left from it last year went into the non-reverting fund.

GiS inventory maintenance software – this software will help keep track of parks, street signs, etc. and can be used to help maintain those properties. It would cost \$82,000 for GiS to populate it, but **Nathan** thinks this can be done in house. Acquisition of additional park land. Value of land is going up very rapidly, and acres two years ago which were going for \$7,000 an acre are now approx. \$20,000 an acre, etc...One option is the old water plant for a trailhead, to the west of it is 7 acres that would be nice to purchase and turn into a nature park. There have also been talks with Lions park about a possible purchase or partnership. **Nathan** wants to put restrooms in Panther park and new updates like trashcans and picnic tables. It would cost about \$100,000. Updating the Parks' 5-year master plan, will get started mid-summer.

**6. Planning and Community Development Operational Goals I Capital Spending - Lauren** said she wants to engage an accounting firm for new residential fees and to see if there is any justification to establishing new fees. **Lauren** would like a plot printer. This would help her office look professional. **Kevin** asked if it would scan as well, and **Lauren** said it would. The GIS website is great, but when she tries to reference the website, it is not user friendly, and she has done research into a user-friendly version for the public to use. **Lauren** would like to do a Legacy core revitalization to help promote them. There is a need for UDO updates. **Lauren** would also work with Beazer and other huge developers to create a fund to withdraw funds from instead of having to receive checks from the developers. She wants to get involved with the bike/ped plan as well. **Eric** wants her to be heavily involved with the bike/ped plan. **Jeff** talked about the possibility of the historical buildings/homes with the revitalization idea.

**7. Public Relations Operational Goals I Capital Spending – Tanya** said she would like to bring a video element to the P.R. efforts. She thinks town promotional videos would be very impactful for promoting Whitestown. She also thinks there could be 3 videos a week, where there are promotional videos with the police and fire departments among other things. We could also build a video library, to draw from. Next, would be a website redesign. The redesign was done, but not launched. She thinks \$8,000-\$10,000 would work. She would like to see our town website look much better. **Eric** agrees as well. He thinks the website is like your front door. **Clinton** agrees, and thinks having it freshened up would be great. **Dax** said he thinks \$50,000 would be a more appropriate price. **Dax** said **Tanya's** department might be one of the most important departments in the town, as it markets to businesses, etc...**Jeff** said he would like to see a buffet of options, but **Jeff** isn't afraid to spend a few more dollars to get the website to be great. **Tanya** has been doing the newsletters. She would like to see all new addresses to be Whitestown addresses. That is one of her biggest battles with trying to get people to know where Whitestown is. **Jeff** wants to know the financial impact of this change. **Dax** said the biggest impact would be the change to the street number. This is not to change addresses, but moving forward, all new addresses would be labelled as Whitestown. **Tanya** wants to work on Legacy Core revitalization efforts working with **Nathan** and **Lauren**. Continue doing what she's doing. Starting another Habitat for Humanity home in Legacy Core.

**8. Public Works (MVH/Streets) Operational Goals/Capital Spending – Jason** said a couple of his major capital improvement projects should get started in April. **Jason** would like to pave more side paths. He would also like to purchase an alignment rack to bring that in house. **Jeff** asked about the HAWK pedestrian signal. **Eric** asked if the bike/ped committee made a recommendation to council. **Dax** said they didn't. **Jason** said you can get those HAWK signals for about \$50,000. **Clinton** asked about the traffic study, and **Jason** said it will have a PASER.

9. **WFD Operational Goals I Capital Spending** – **Chief Westrich** said his most important goal is to finish their hiring. The headquarters is a big project he is looking forward to starting. **Kevin** asked about bringing car seat clinics to the neighborhoods. **Chief** said that is a good idea. He is looking into a “fire fighter for a day” camp for kids. **Eric** and **Kevin** both love that idea. He is considering neighborhood events with fun competitions. Capital goals would be to pay off the ladder lease, or at least most of it. He would also like to lease a new engine at some point. Replacing an engine is about a half million dollar purchase. The fire department has a lot of handheld radios which are being discontinued, so they will need to start looking into getting new ones. It would be about \$250,000 for replacements. He would like an equipment lease purchase for new fire gear. Fire gear has a life span of 10 years. The plan also comes with a protection plan and repairs. It is about a \$40,000 difference without the plan. Turnout gear costs about . The refurbishing of the old ambulance. **Eric** asked about the outreach, he thinks **Chief Anderson** does outreach with BACA, and maybe the two Chiefs could have combined outreach to that facility. BACA has always contacted WFD to come out in the past.

10. **WPD Operational Goals I Capital Spending** – **Chief Anderson** complimented the staff of Whitestown for their ability to work together. His 2017 goals include staff development, there are four new road supervisors, and they have already hit the street. LIT certainly advanced his 5 year program. **Chief Anderson** said he is a huge supporter of the video aspect of **Tanya’s** presentation. He thinks little video segments could go huge to get messages out from the Town. He said his website is working to be more interactive and community friendly. Some capital improvement ideas are for a police headquarters building – he would like it in a 7 acre area off of Main Street – it would probably be around \$3.5 million, would be for lease purchases of 6 brand new vehicles for approx. \$34k each. Waymire came in for all of the equipment at \$11k per vehicle. For the long term, we need to create our own forensic computer lab and to provide that to our community. It would cost probably \$60-90k.

C. Discuss 2017 Priority Strategic Plan Funding – Dax said we are in a good financial position as a town.

1. Plans

a) Community-wide Bicycle and Pedestrian Master Plan (New) – **Eric** said this is top priority for him for 2017.

b) Transportation Plan Update Current Plan – **Brad Cohlmeier** – Lives on 5050 Main Street. He would like to talk about the bicycle plan on Main Street. He asks that the council considers that bicyclists would probably be sharing the road even if there was a path. He also thought a roundabout would be good to help reduce speeding.

c) Legacy Core Revitalization Plan Update Current Plan

d) UDO Update Current Plan Current UDO

e) Community-wide Lighting Plan (New)

f) Community-wide Signage Program (New)

D. Update the Status of Capital Improvement Plan

E. Review the Comprehensive Plan Current Comprehensive Plan

F. Discuss PASER Report PASER – There are no more red roads left. **Eric** said he thinks it is good we are sticking to the PASER report.

**Dax** talked about the preliminary count from the census and said he believes we will be close to 7800 for our new population. We originally thought we were going to at 6500. With that, **Dax** said we need to be very careful with our planning. The long-term capital plan is being worked on.

**Eric** thanked everyone for their work on the plans. **Clinton** said he was happy to see communication between departments.

**Susan m/m to adjourn, Clinton 2<sup>nd</sup>, 5-0 to adjourn at 9:57.**

The minutes from the Strategic Town Council meeting on February 1, 2017 are approved on the 15<sup>th</sup> day of March, 2017 by the following Town Council Members:

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Eric Miller, President

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Susan Austin

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Clinton Bohm

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Jeff Wishek

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Kevin Russell

Attest:

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Matthew Sumner, Clerk-Treasurer